



TQF.3

Bachelor's Degree

Master's Degree

Course Specification

Course Code: HIM3309

Course Title: Research for Hotel Business

Program: Hotel Management International College
Suan Sunandha Rajabhat University
(SSRUIC)

Semester : 1 Academic Year : 2019

Section 1 General Information

1. Code and Course Title :

Course Code: HIM3309

Course Title (English): Research for Hotel Business

Course Title (Thai): วิจัยสำหรับธุรกิจโรงแรม

2. Credits : 3(2-2-5)

3. Curriculum and Course Category:

3.1 Curriculum: Bachelor of Arts Program in Hotel Management

3.2 Course Category:

- | | |
|--|--|
| <input type="checkbox"/> General Education | <input checked="" type="checkbox"/> Major Requirement Course |
| <input type="checkbox"/> Elective Course | <input type="checkbox"/> Others |

4. Lecturer Responsible for Course and Instructional

Course Lecturer (s) :

4.1 Lecturer Responsible for Course:

Assoc.Prof.Chaweewan Kaewsaiha

4.2 Instructional Course Lecturer(s):

(1) Assoc.Prof.Chaweewan Kaewsaiha

(2) Mr.Luechai Tiprungsri

5. Contact/Get in Touch

Room Number: 303 Tel. 081-484-4361

E-mail: chaweewan.ka@ssru.ac.th

6. Semester/ Year of Study

6.1 Semester: 1 Year of Study 2019

6.2 Number of the students enrolled 21 students

7. Pre-requisite Course (If any)

Course Code: - None -

8. Co-requisite Course (If any)

Course Code: - None -

9. Learning Location

SSRUIC Nakhon Pathom Education Center Room Number: 201

Thursday 13.00 – 16.00

10. Last Date for Preparing and Revising this Course:

July, 2019

Section 2 Aims and Objectives

1. Course Aims

At the end of this course, the student will reach to five domains in the following areas of performance:

1.1 Morals and Ethics

- (1) Be aware of values and morality, ethics, generosity, integrity and honesty as well as be able to solve critical problems and conflicts;
- (2) Have positive attitudes towards service careers;
- (3) Be able to lead and follow group members, work in team and be a role model for others; and
- (4) Have self-discipline, be punctual, responsibility to self, profession and society.

1.2 Knowledge

- (1) Have up-to-date knowledge in the management and operation of businesses in the hospitality industry both theories and practices widely, systematically and internationally;
- (2) Have integrated knowledge in other related disciplines; and
- (3) Have knowledge and understanding in research process and techniques which will be benefit in solving problems and adding up to the knowledge in the career.

1.3 Cognitive Skills

- (1) Be able to analyze the causes of problems and conflicts as well as be able to solve problems systematically and find out proper solutions to the problems;

- (2) Be able to apply both theoretical and practical knowledge into real-life problem; and
- (3) Be able to apply innovation and knowledge from other related academic fields in developing working skills.

1.4 Interpersonal Skills and Responsibility

- (1) Have responsibility for individual and group assignments as well as be able to help and facilitate others in solving problems; and
- (2) Be responsible for the improvement of self-academic learning and the profession continuously.

1.5 Numerical Analysis, Communication and Information Technology Skills

- (1) Be competent in foreign languages in listening, speaking, reading, writing and summarizing the main points effectively;
- (2) Be able to communicate with foreigners effectively in the appropriate contexts;
- (3) Be able to use technology to communicate and present effectively; and
- (4) Be able to apply statistical or mathematical knowledge in analyzing and interpreting the data.

2. Objectives for Developing / Revising Course (content / learning process / assessment / etc.)

To support student's knowledge and skills in 21st Century contexts.

Section 3 Characteristics and Operation

1. Course Outline

(English) Definitions and significances of research, research problem, objectives and questions, theoretical and research conceptual framework, literature review, population and sampling, sampling techniques, types of data, data collection, data analysis, ethical consideration, and criteria in ensuring the quality of the research.

(Thai) ความหมายและความสำคัญของการวิจัย ปัญหา วัตถุประสงค์ และคำถามวิจัย ทฤษฎีและกรอบแนวคิดของการวิจัย การทบทวนวรรณกรรม ประชากรและกลุ่มตัวอย่าง เทคนิคการสุ่มตัวอย่าง ชนิดของข้อมูล การเก็บรวบรวมข้อมูล การวิเคราะห์ข้อมูล การพิจารณา ด้านจริยธรรม และเกณฑ์การประกันคุณภาพของงานวิจัย

2. Time Length per Semester (Lecture – hours / Practice – hours / Self Study – hours)

Lecture	Practice/ Field Work	Self-Study	Remedial Class
2 hours/week	2 hours/week	5 hours/week	-

3. Time Length per Week for Individual Academic Consulting and Guidance

3.1 Self consulting at the lecturer's office: Room Number 303
International College Building, Nakhon Pathom Education Center, Mon.
9 AM – 4 PM

3.2 Consulting via office telephone/mobile phone: 081-484-4361

3.3 Consulting via E-Mail: chaweewan.ka@ssru.ac.th

3.4 Consulting via Social Media (Facebook/Twitter/Line) -

3.5 Consulting via Computer Network (Internet/Web board)

Lecturer's website: www.elic.ssru.ac.th/chaweewan_ka

Section 4 Developing Student's Learning Outcomes

1. Morals and Ethics

1.1 Morals and Ethics to be developed

- (1) Have self-discipline, be punctual, responsibility to self, profession and society.
- (2) Have positive attitudes towards service careers;
- (3) Be able to lead and follow group members, work in team and be a role model for others; and
- (4) Be aware of values and morality, ethics, generosity, integrity and honesty as well as be able to solve critical problems and conflicts..

1.2 Teaching Strategies

- (1) Provide examples on ethical and moral behavior in classroom such as the issue of plagiarism in doing assignments;
- (2) Provide case studies that explain ethics in careers in the hospitality industry; and
- (3) Be strict with classroom attendance and participation, classroom rules, students' uniform that have to be complied with the university rules and regulations.

1.3 Assessment Strategies

- (1) Class attendance, class participation, and behavior in class;
- (2) On-time submission of report and assignments and their quality; and
- (3) Students' contribution on group assignments.

2. Knowledge

2.1 Knowledge to be developed

- (1) Have up-to-date knowledge in the management and operation of businesses in the hospitality industry both theories and practices widely, systematically and internationally;
- (2) Have integrated knowledge in other related disciplines; and
- (3) Have knowledge and understanding in research process and techniques which will be benefit in solving problems and adding up to the knowledge in the career.

2.2 Teaching Strategies

- (1) Use problem-based learning;
- (2) Use cooperative learning techniques; and
- (3) Invite guest speakers who are experts in the field of hospitality management to give special lectures.

2.3 Assessment Strategies

- (1) Quizzes
- (2) Midterm and final examination
- (3) Assignment

3. Cognitive Skills

3.1 Cognitive Skills to be developed

- (1) Be able to analyze the causes of problems and conflicts as well as be able to solve problems systematically and find out proper solutions to the problems;
- (2) Be able to apply both theoretical and practical knowledge into real-life problem; and.
- (3) Be able to apply innovation and knowledge from other related academic fields in developing working skills.

3.2 Teaching Strategies

- (1) Problem-based learning
- (2) Cooperative learning techniques
- (3) Case studies
- (4) Invite guest speakers who are experts in the field of hospitality management to give special lectures.

3.3 Assessment Strategies

- (1) Quizzes
- (2) Midterm and final examination
- (3) Assignment

4. Interpersonal Skills and Responsibilities

4.1 Interpersonal Skills and Responsibilities to be developed

- (1) Have responsibility for individual and group assignments as well as be able to help and facilitate others in solving problems; and
- (2) Be responsible for the improvement of self-academic learning and the profession continuously

4.2 Teaching Strategies

- (1) Group assignments

(2) Use cooperative learning techniques

(3) Field trips

4.3 Assessment Strategies

(1) Students' contribution and behavior in group assignments; and

(2) Class presentation

5. Numerical Analysis, Communication and Information

Technology Skills

5.1 Numerical Analysis, Communication and Information

Technology to be developed

- (1) Be competent in foreign languages in listening, speaking, reading, writing and summarizing the main points effectively;
- (2) Be able to communicate with foreigners effectively in the appropriate contexts
- (3) Be able to use technology to communicate and present effectively; and
- (4) Be able to apply statistical or mathematical knowledge in analyzing and interpreting the data.

5.2 Teaching Strategies

(1) Provide assignments that require students to use numerical analysis skills and knowledge;

(2) Provide assignments that require students to use information technology skills and knowledge;

(3) Use e-learning;

(4) Use group discussions; and

(5) Use presentation

5.3 Assessment Strategies

- (1) Assignments;
- (2) Presentation; and
- (3) Observe from students' use of English and/or other language in discussing with other students and lecturers as well as in presenting in front of the class.

Remark: Symbol ● means 'major responsibility'

Symbol ○ means 'minor responsibility'

No symbol means 'no responsibility'

The above symbols were shown in 'Curriculum Mapping' of TQF 2. (Program Specification)

Section 5 Lesson Plan and Assessment

1. Lesson Plan

Week	Topic/Outline	Hours	Learning Activities and Medias	Lecturer(s)
1	<p>Course Introduction</p> <ul style="list-style-type: none"> - Course outlines, learning activities, and assessment <p>Chapter 1 Introduction to Business Research</p> <ul style="list-style-type: none"> - The Meaning of Research - Business Research - Importance of Research in Business 	3 - 4	<ol style="list-style-type: none"> 1. Introduce students to the Course Specification (TQF 3). Each student can download TQF 3 from lecturer's website: chaweewan.ka@ssru.ac.th; 2. Students are separated into groups of three or individual to read guided notes and know what research and business research are, and why they are important in both business and academic setting. 	Assoc.Prof.Chaweewan Mr.Luechai
2	<p>Chapter 2 Roles of Research in Business</p> <ul style="list-style-type: none"> - Objectives of Business Research 	3 - 4	<ol style="list-style-type: none"> 1. Apply case study approach to allow the students identify the objectives of business research; 2. Introduce types of research by using 	Assoc.Prof.Chaweewan Mr.Luechai

Week	Topic/Outline	Hours	Learning Activities and Medias	Lecturer(s)
	- Types of Research— Qualitative Research and Quantitative Research		research paper from the journal related to hotel business.	
3 - 6	Chapter 3 Research Process 3.1 Define research problem 3.2 Review the Literature: concepts and theories 3.3 Formulate Hypotheses 3.4 Design Research 3.5 Collect Data 3.6 Analyze Data 3.7 Interpret and Report	12 - 16	1. Introduce the research process using PowerPoint 2. Synthesis research about hotel business focus on research process: Week 3—3.1, Week 4—3.2 and 3.3, Week 5 —3.4 and 3.5, Week 6—3.6 and 3.7. 3. Assign students select research paper related to hotel business from websites for providing ‘Title of Research’.	Assoc.Prof.Chaweewan Mr.Luechai
7	Chapter 4 Review the Literature	3 - 4	1. Introduce theoretical framework to support research design	Assoc.Prof.Chaweewan Mr.Luechai

Week	Topic/Outline	Hours	Learning Activities and Medias	Lecturer(s)
	<ul style="list-style-type: none"> - Theoretical framework - Elements of research design - Definition of Terms 		<ul style="list-style-type: none"> 2. Student presents selected 'Title of Research' 3. Students work in small groups discuss about their selected research paper focus on theoretical framework, research design, and definition of terms 	
8	Midterm	3	Paper examination to assess students' knowledge and skills.	Assoc.Prof.Chaweewan Mr.Luechai
9	Chapter 5 Hypothesis Development <ul style="list-style-type: none"> - Definition of hypothesis - Statement of hypothesis format 	3 - 4	<ul style="list-style-type: none"> 1. Introduce definition and statement of hypothesis format; 2. Students are separated into groups of three or individual present the selected research paper about statement of hypothesis. 	Assoc.Prof.Chaweewan Mr.Luechai

Week	Topic/Outline	Hours	Learning Activities and Medias	Lecturer(s)
10	Chapter 6 Research Conceptual Framework - Variables: Independent and dependent variables - Measurement of variables	3 - 4	1. Introduce how to plan for research conceptual framework; 2. Investigate types of variables and measurement of variables: nominal scale, ordinal scale interval scale, and ratio scale; 3. Students are separated into groups of three to determine examples of collected data in research paper related to hotel business.	Assoc.Prof.Chaweewan Mr.Luechai
11	Chapter 7 Data Collection Methods - Primary and secondary sources - Data collection: interview, questionnaire and survey, and others	3 - 4	1. Introduce the different between data and information and types of data and information; 2. Study different types of data collection by using research paper related to hotel business.	Assoc.Prof.Chaweewan Mr.Luechai

Week	Topic/Outline	Hours	Learning Activities and Medias	Lecturer(s)
12	Chapter 8 Analyzing Data and Interpreting Result - Analyzing data - Interpreting result - Interpret and report	3 - 4	1. Introduce analyzing data and interpreting result using software; 2. Investigate the method of analyzing data and interpreting result by using research paper from the journal related to hotel business.	Assoc.Prof.Chaweewan Mr.Luechai
13	Chapter 9 Population and Sampling Techniques	3 - 4	1. Introduce the meaning for population and sample used in research; 2. Study sampling techniques and confidence in determining sample size; 3. Identify population, sample, and sample techniques used in selected research paper.	Assoc.Prof.Chaweewan Mr.Luechai

Week	Topic/Outline	Hours	Learning Activities and Medias	Lecturer(s)
14-16	<p>Chapter 10 Basic Research Proposal</p> <ul style="list-style-type: none"> - Title and abstract - Introduction - Theoretical Context/Literature Review - Research Question/Goal - Research Methodology - Conclusion - Appendices - References - Ethic and Quality of Research 	9 -12	<ol style="list-style-type: none"> 1. Students are separated into groups of three select interesting title by themselves that accurately and concisely; 2. Students study the example of abstract that briefly outline what research is about; 3. Students provide a brief overview of the project. For example, explain the important or worth to do this research and the purposes of the research; 4. Students provide a brief overview of academic literature (journal articles, books, etc.) that is relevant to the research. 5. Students articulate the goal or driving question what the researcher wants to study or hopes to find; 6. Students demonstrate how they are going 	<p>Assoc.Prof.Chaweewan Mr.Luechai</p>

Week	Topic/Outline	Hours	Learning Activities and Medias	Lecturer(s)
			to carry out the research include research instruments, research design, data collecting and statistics for analyzing data; 7. Students interpret results and make conclusion connect to major goals. 8. Student writes research report and article to be published in journal or present in domestic/international conference.	
17	Final Examination	3	Paper examination to assess students' knowledge and skills.	Assoc.Prof.Chaweewan Mr.Luechai

2. Learning Assessment Plan

	Learning Outcome	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
1	<p>Morals and Ethics</p> <p>(1) Be aware of values and morality, ethics, generosity, integrity and honesty as well as be able to solve critical problems and conflicts;</p> <p>(2) Have positive attitudes towards service careers;</p> <p>(3) Be able to lead and follow group members, work in team and be a role model for others; and</p> <p>(4) Have self-discipline, be punctual, responsibility to self, profession and society.</p>	<p>(1) Class attendance, class participation, and behavior in class;</p> <p>(2) On-time submission of report and assignments and their quality; and</p> <p>(3) Students' contribution on group assignments.</p>	Throughout Semester	5%

	Learning Outcome	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
2	<p>Knowledge</p> <p>(1) Have up-to-date knowledge in the management and operation of businesses in the hospitality industry both theories and practices widely, systematically and internationally;</p> <p>(2) Have integrated knowledge in other related disciplines; and</p> <p>(3) Have knowledge and understanding in research process and techniques which will be benefit in solving problems and adding up to the knowledge in the career.</p>	<p>(1) Quizzes</p> <p>(2) Midterm and final examination</p> <p>(3) Assignment</p>	<p>At the end of each chapter, Week 8 and Week 15</p>	40%
3	<p>Cognitive Skills</p> <p>(1) Be able to analyze the causes of</p>	<p>(1) Quizzes</p>	<p>At the end of</p>	30%

	Learning Outcome	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
	<p>problems and conflicts as well as be able to solve problems systematically and find out proper solutions to the problems;</p> <p>(2) Be able to apply both theoretical and practical knowledge into real-life problem; and</p> <p>(3) Be able to apply innovation and knowledge from other related academic fields in developing working skills.</p>	<p>(2) Midterm and final examination</p> <p>(3) Assignment</p>	<p>each chapter,</p> <p>Week 8 and</p> <p>Week 15</p>	
4	<p>Interpersonal Skills and Responsibilities</p> <p>(1) Have responsibility for individual and group assignments as well as</p>	<p>(1) Students' contribution and behavior in group assignments; and</p>	<p>Throughout Semester</p>	5%

	Learning Outcome	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
	<p>be able to help and facilitate others in solving problems; and</p> <p>(2) Be responsible for the improvement of self-academic learning and the profession continuously.</p>	(2) Class presentation		
5	<p>Numerical Analysis, Communication and Information Technology Skills</p> <p>(1) Be competent in foreign languages in listening, speaking, reading, writing and summarizing the main points effectively;</p> <p>(2) Be able to communicate with foreigners effectively in the appropriate contexts;</p>	<p>(1) Assignments;</p> <p>(2) Presentation; and</p> <p>(3) Observe from students' use of English and/or other language in discussing with other students and lecturers as well as in presenting in front of the class.</p>	Throughout Semester	20%

	Learning Outcome	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
	(3) Be able to use technology to communicate and present effectively; and (4) Be able to apply statistical or mathematical knowledge in analyzing and interpreting the data.			

Section 6 Learning and Teaching Resources

1. Textbook and Main Documents

Course materials provided by the lecturers

2. Important Documents for Extra Study

Video presentation from YouTube

3. Suggestion Information (Printing Materials/Website/CD/Others)

Research articles related to hotel business retrieved from search engines (e.g. Google) and YouTube videos.

Suggested keywords: Research in Business, Hotel Business Research, Basic Research Proposal

Section 7 Course Evaluation and Revising

1. Strategies for Course Evaluation by Students

Using survey questions to collect information from the students' opinions to improve the course and enhance the curriculum. Examples of questions:

- (1) Content objectives were made clear to the students.
- (2) The content was organized around the objectives.
- (3) Content was sufficiently integrated.
- (4) Content was sufficiently integrated with the rest of the curriculum.
- (5) The instructional materials used were effectively.
- (6) The learning methods appropriate assessed the students' understanding of the content.
- (7) Overall, Students are satisfied with the quality of this course. .
..... etc.

2. Strategies for Course Evaluation by Lecturer

2.1 Lecturer observes the class and discusses the results as follow:

- (1) The lecturer is well prepared for class sessions.
- (2) The lecturer answers questions carefully and completely.
- (3) The lecturer uses examples to make the materials easy to understand.
- (4) The lecturer stimulated interest in the course.
- (5) The lecturer made the course material interesting.
- (6) The lecturer is knowledgeable about the topics presented in this course.
- (7) The lecturer treats students respectfully.
- (8) The lecturer is fair in dealing with students.
- (9) The lecturer makes students feel comfortable about asking question.
- (10) Course assignments are interesting and stimulating.
- (11) The lecturer's use of technology enhanced learning in the classroom.

2.2 The Dean or head of program construct assessment items to evaluate four dimensions of lecturer's competencies: teaching skills, organization and presentation of materials, management of the learning environment, and teaching attitudes.

3. Teaching Revision

Lecturer revises teaching / learning process based on the results from the students' survey question, observation, suggestion, and classroom research.

4. Feedback for Achievement Standards

The evaluation is conducted by the Administrator Committee in order to approval assessment process and grading.

5. Methodology and Planning for Course Review and Improvement

5.1 Revise and develop course structure and learning process every year.

5.2 Seek advisory from expertise in order to enhance content and make it up-to-date with the changing environment.

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Curriculum Mapping Illustrating the Distribution of Program Standard Learning Outcomes to Course Level

Course	1. Morals and Ethics				2. Knowledge			3. Cognitive Skills			4. Interpersonal Skills and Responsibility		5. Numerical Analysis, Communication and Information Technology Skills			
Course Category: Major Requirement Course	● Major Responsibility									○ Minor Responsibility						
Course Code: HIM3309 Course Title: Research for Hotel Business	1	2	3	4	1	2	3	1	2	3	1	2	1	2	3	4
	○	○	●	●	○	●	●	●	●	●	●	●	●	○	●	●